



**MINUTES OF THE MEETING OF THE BIRDLIFE SHOALHAVEN COMMITTEE  
HELD AT ROB'S PLACE AT 3 LOUISA GROVE, VINCENTIA  
FRIDAY 18 NOVEMBER 2022, 2-4 PM**

**1. Attendance and apologies**

Present: Brett Davis, Karen Davis, Rob Dunn, Sue Mitchell, Oisín Sweeney

Apologies: Yolande Cozijn, Emily Dyball, Phil Hendry

**2. Acceptance of the agenda** – Tree policy to be covered under Conservation Report

The issue of a BLS Members Christmas Party at the Jervis Bay Brewery was discussed. It was agreed that this held on Wednesday 21 December from 5pm and members only be notified by email a couple of weeks prior, using the latest membership list and the current bird walk list. **Action 1** - Brett and Sue

**3. Approval of minutes of previous meeting** – The minutes of the BLS Committee meeting on 22/7/22 were approved.

**4. Business arising from the previous minutes**

The action items from the previous meetings were agreed as completed, except for Action 1 from the 28/1/22 meeting – Rob and Phil still needed to register themselves as BLS bank account signatories at NAB.

Action 1 from the 22 July meeting - Emily to liaise with NPA to try to have them focus on additions to the Jervis Bay NP.

**5. Updates and related issues**

**a. President's report** - refer comments sent with the agenda

**Action 2** – Brett to make a small change to the application form for the Student Research Grant program.

**Action 3** – Rob to follow-up on frequency, number of survey sites and survey method should BLS take over on-going bird monitoring at Lake Wollumboola and Shoalhaven Heads.

It was agreed that the third Bushfire Recovery Project Report would be the last with presentations being made at forums on key finding at locations, such as Kangaroo Valley and Yatte Yattah

**b. Secretary report** – sent by email

Two proposals by Phil were agreed, namely to not do surveys on a farming property and to retain the walk at Yatte Yattah in the Council brochure. **Action 4** – Phil to contact the property owner and Council accordingly.

**c. Treasurer report** – provided in the papers

The report to 14 November, included all Festival income and expenditure and showed a cashbook balance of \$11,717. Of this \$6,000 was untied funds. It was agreed that the allocation of these funds should be considered in the new year.

- d. **Conservation Co-ordinator report** – refer email from Emily on her current priorities.

**Action 5** - Oisín would assess the role BLS could play in strengthening Council tree policy and the removal of the 45 degree rule. This would cover a review of the staff report and final Council decision and discussions with Councillors on how BLS should best engage on the issue, i.e. lobby ASAP or have input in the community consultation phase.

- e. **Communications report** – see attached.

It was agreed that a.) the five birds to be featured on the new BirdLife Australia website should be the Eastern Bristlebird, Rockwarbler, Hooded Plover, Little Tern, and Glossy Black-cockatoo and b.) the website should only have the four official BLS email addresses. **Action 6** – Brett to inform National Office.

- f. **Media Report.** Yolande report was distributed by email - see attached.

- g. **Bird Walks Update** – Sue advised that BLS bird walk numbers had improved recently and it was agreed that they should still be limited to BLS members.

6. **Bird Haven Festival debrief** - refer comments sent with the agenda

It was agreed that:

- Birds for beginners' walks should be organized in Bird Week next October
- BLS would not run another Conference, but consider working with the Festival organisers in 2024, subject to what this would involve.
- BLS should hold events through the year with one keynote speakers and films, as opportunities arise.

7. **Plan for the AGM**

It was agreed the same format as the 2022 AGM, with a keynote speaker and a presentation by Rob on key issues in the year, should be repeated in 2023. The preferred date would be in late February, subject to the availability of Martine Maron. **Action 7** – Rob to progress plans for the AGM.

Everyone at the meeting confirmed they would stand for re-election to the Committee, as Emily had already done.

8. **Discussion on 2023 Action Plan**

The draft 2023 Action Plan distributed with the papers was discussed and the following changes made:

- Section 2, item 8 – add “in Bird Week”.
- Section 4 – add “Promote importance to protect birds and their habitat in Council’s tree policy.”
- Section 5 – add “Select Student Research Grant recipient and assess final report.”

**Action 8** - Rob to make agreed changes to the draft 2023 Action Plan and submit to National Office.

It was agreed that the committee to assess the Student Research Grant applications for approval; of the Committee would be Oisín, Rob, Phil and Chris MacGregor.

9. **Progress against 2022 Action Plan** – The progress against the Action Plan in the papers was agreed as noted as another successful year.

10. **Other business** - None

11. **Next meeting** – The next meeting was set for Friday, 24 February, 2-4pm.

## **ACTIONS ARISING FROM THE MEETING**

### **28 January 2022 meeting**

**Action 1** – Rob and Phil to get registered as BLS bank account signatories at NAB.

### **22 July meeting**

**Action 1 - Action 1** - Emily to liaise with NPA to try to have them focus on additions to the Jervis Bay NP.

### **18 November meeting**

**Action 1** - Brett and Sue to notified members by email of the BLS Christmas Party at the Jervis Bay Brewery on Wednesday 21 December from 5pm.

**Action 2** – Brett to make a small change to the application form on the website for the Student Research Grant program.

**Action 3** – Rob to follow-up with Jessica Sharp at NSW DPE on the frequency, number of survey sites and survey method should BLS take over committing to on-going bird monitoring at Lake Wollumboola and Shoalhaven Heads.

**Action 4** – Phil to contact the property owner to let them know that we could not commit to do bird surveys and call Council to retain the Yatte Yattah bird walk in the Council brochure.

**Action 5** - Oisín to assess how BLS could best work to strengthen Council's tree policy and the removal of the 45 degree rule.

**Action 6** – Brett to contact National Office to confirm the five birds and email addresses to feature on the BLS section of their new website.

**Action 7** – Rob to progress plans for the AGM.

**Action 8** - Rob to make the agreed changes to the draft 2023 Action Plan and submit to National Office.

## BirdLife Shoalhaven Festival Sales Summary

October 15<sup>th</sup>

| Item          | Retail \$ | Qty Sold | Gross \$ | Birdlife \$<br>per item | Total \$     |
|---------------|-----------|----------|----------|-------------------------|--------------|
| Scarf         | 125       | 2        | 300      | 25                      | 50           |
| Posters       | 10        | 13       | 130      | 10                      | 130          |
| Glasses Cases | 10        | 1        | 10       | 3                       | 3            |
|               |           |          |          | <b>Total</b>            | <b>\$183</b> |
|               |           |          |          |                         |              |

October 23rd

| Item                       | Retail \$ | Qty Sold | Gross \$ | Birdlife \$<br>per item          | Total \$        |
|----------------------------|-----------|----------|----------|----------------------------------|-----------------|
| Scarf                      | 125       | 6        | 750      | 25                               | 150             |
| Scarf                      | 90        | 2        | 160      | 0                                | 0               |
| Posters                    | 10        | 12       | 120      | 10                               | 120             |
| Coffee Mugs                | 17        | 5        | 85       | 17                               | 85              |
| Message of the<br>Lyrebird | 50        | 5        | 250      | 50                               | 250             |
| Glasses Cases              | 10        | 14       | 140      | 3                                | 42              |
| Whipbird felted            | 80        | 1        | 80       | 32                               | 32              |
| Grasshopper<br>felted      | 35        | 1        | 35       | 14                               | 14              |
|                            |           |          |          | <b>Total</b>                     | <b>\$693</b>    |
|                            |           |          |          | <b>Sales<br/>Grand<br/>Total</b> | <b>\$876</b>    |
|                            |           |          |          | <b>Less mug<br/>cost</b>         | <b>\$171.72</b> |
|                            |           |          |          | <b>Sales<br/>Grand<br/>Total</b> | <b>\$704.28</b> |

## Birdlife Shoalhaven- Committee Meeting November 18th 2022

### Recent Media

October 13th - Interview on ABC Illawarra on Aussie Bird Week

October 18th - Interview on ABC Illawarra on Shorebirds

October 20<sup>th</sup> - Interview on 2ST on Bird Week

October 20<sup>th</sup> – Interview on Community Radio UUUFM on Bird Week and the Festival

October 26<sup>th</sup> – Interview on 2ST on Bird Week Follow up

### Talks

October 2<sup>nd</sup> - Art Springs for Wildlife Festival Berry

### Merchandise - Red Bubble Report

#### 38 Items purchased

| Month          | Commission   |
|----------------|--|
| September 2022 | \$16.46  |
| October 2022   | \$0.00   |
| November 2022  | \$6.28   |
| <b>Total</b>   | <b>\$22.74 to be paid to us 15<sup>th</sup> December</b> |
|                |  |

## Facebook

Our page has 1,300+ likes and 1,600+ followers. So what's the difference?

According to Facebook, when someone likes a Page, they're showing support for the Page and that they want to see content from it. The Page will show up as being liked in the About section of that person's profile. When someone follows a Page, it means they may receive updates about the Page in their Feed.

Anyone who has liked your page can choose to unfollow you but will remain "liking" the page. In other words, your page will still register the like, but the account will not see the content that your business posts in their feed. As one source puts it, "Likes are good but followers are better."

Facebook also uses the term Audience (?)

According to Facebook, Facebook audiences refer to the pools of people you target when you advertise on Facebook. You can create or edit these audiences through the Audiences section of your Ads Manager. To get there, go to your Ads Manager, click the nine-dot icon in the top-left corner, and then select Audiences.

As far as I know, we haven't created an audience, but Facebook tells us that our audience is over 1,000 and is comprised of 30.20% men and 69.8% women, within the following geographical areas.

Sydney 372  
Shoalhaven 315  
Wollongong 108  
Nowra 64  
Canberra 57  
Ulladulla 42  
Melbourne 32  
Vincentia 31  
Bomaderry 20  
Berry 19

The stats are difficult to interpret because Nowra, Ulladulla, Vincentia, Bomaderry and Berry are all in the Shoalhaven - but we don't know whether or not their numbers are included in the Shoalhaven figure.

This is fairly typical of Facebook data. Much of it is difficult to decipher and like most stuff on the internet, it shouldn't always be trusted.

The change of name from Facebook to Meta has led to modifications to the Facebook layout, and have made managing and navigating the new system even more difficult than it has been in the past.

It actually took me over half an hour to find out who our Facebook editors are! The procedure is to go to our page, click on our Account button (the BirdLife Shoalhaven logo) and then select Meta Business Suite. In the left menu, click on All Tools and a whole new page appears in a new window. Click on Page Settings from the menu on the new page and yet another page appears in yet another window, with yet another menu on the left. Click on "New Pages Experience" ??? and the page roles appear. Even Facebook's own help page didn't mention that last "New Pages Experience" option, and I probably wouldn't have found it had it not been for Karen suggesting I give it a try. But I digress ...

As you might already know, I am the admin for the BirdLife Shoalhaven Facebook page, and we have five other Facebook editors who can post to our page. These are Rob, Karen, Perry Croshaw, Phil, and Kim Touzel.

Rob steadfastly refuses to post. He emails, texts or phones me when he wants something posted.

Karen has done one post this year.

Perrie has done maybe one post in the past two years since becoming an editor, and because of the BirdLife Australia database shemozzle, I'm not even sure whether Perrie is a member or not. Given the undecided future status of the Bird Haven Festival, Perrie should probably be removed as an editor.

Phil has done quite a few timely posts of late, but I suspect that Rob might have been behind the most recent of these as they were done while I was away in WA.

Former committee member Kim Touzel is an excellent editor! She regularly posts images, videos and various interesting snippets.

I've been checking the Facebook Messenger notifications page and Inbox, and noticed that someone was answering Messenger queries, but I don't know who this was - either Phil or Kim and I suspect it might be Kim? It just shows up as BirdLife Shoalhaven on the page.

One Facebook Messenger message was of particular note recently. For some strange reason - given that we are a bird conservation group - Felix Nelson sent us a video of an echidna. Felix said he saw it while doing the Aussie Bird Count. The video showed the echidna walking right up to Felix's feet, and as the camera pointed down it revealed that Felix was wearing camo gear and carrying a bolt action rifle with telescopic sights. When I gently questioned him about this, he said he was multi-tasking bird counts with hunting, and now has a bird count done and a fridge full of venison after killing two feral deer!

One additional editor would be good, especially if they were also prepared to answer Facebook Messenger messages. I will see if I can find a volunteer and will get back to the committee if I find someone.

FYI - in the past month there have been posts about Spoonbills in Nowra, the publication of the Spring magazine, a forum at Callala Bay about "The Clearing of our Coast", the Student Research Grant, Kim's post of birds seen on surveys in Booderee NP, the Regent Honeyeater sighting, Kim's post about Rockwarblers and a subsequent post of a video showing a Rockwarbler at Ben's Walk, Kim's post about a survey at Abernethy's Road west of Nowra, Phil and Kim's posts about the Festival and associated events and the Aussie Bird Count, and Kim's post about two Noisy Pittas on her property at Tapitallee.

### **Website**

Under Rob's direction I removed the BRP tile from the home page and added a BLS Student Research Grant tile, linking to a page which explains everything about it and has links to the Guidelines for Applicants PDF and to the grant application form - which is a Word document. Word documents can be treated as suspicious by browsers, but they do have the advantage of being able to be filled out and sent digitally, rather than printing out a PDF document, filling it out and sending it as snail mail. Should there be a PDF option?

The document has to be changed because the last paragraph says "Advice on completion of the application is provided below" - but there is nothing below. Is it okay if I change it online, or does Rob want to make the change and send me the final document so there is only one master document circulating around?

I changed the "Upcoming Events" tile which had Bird Haven Festival information on it, but now has mentions our 2022 Xmas Party and 2023 AGM. Rob's comprehensive report from the Spring magazine is now on the "Previous Events" page, along with the images and links to PDF versions of most of the presentations at the conference. I moved the Previous Events page from under the "News" menu option to the "About Us" menu because previous events are obviously not news.

### **Magazine**

Thanks to Rob's three articles and four articles from Chris Grounds, I was able to fill the Spring magazine when I got back from WA. It has now been sent out - a month later than normal but still in Spring. Because of the late publication, the Summer edition is due out in only two months. I held back a couple

of articles I had planned to include in the Spring magazine so I would have something to put in the Summer edition, but contributions from everyone and anyone are always welcome!

### **Mailchimp**

We had about a dozen new subscribers to our email notifications over the course of the Bird Haven Festival, but this has been partially offset by a handful of people who have unsubscribed after receiving the email about the publication of the Spring magazine.

We currently have a Mailchimp audience of 1,296, but of these only 1,232 are contacts, and of these only 1,115 of these are actually subscribers. The others have either unsubscribed, or their email addresses have failed for some reason. Like Facebook, Mailchimp descriptions and stats are difficult to work out i.e. what is the difference between audience, contacts and subscribers. The latter is the important group - these are the people who actually receive our emails.

### **Youtube**

I haven't done anything on Youtube since the last committee meeting.

### **Phone Communications**

My communications role not only involves Facebook, emails, Mailchimp, the website, Youtube and the magazine, it also includes phone calls!

I received a phone call while we were driving back from WA, somewhere near Hay, from someone in the Shoalhaven City Council. A guy named Dennis Thorpe had reported to them a sighting of a Regent Honeyeater in a garden in Bridge Street opposite the Council car park. I put the report up on Facebook the same day, and both Kim Touzel and Carla Jackett investigated - unsuccessfully as it turned out.

And at 11am this morning I got a call from David Duffy who works for NPWS in Nowra, and he reported 40 Royal Spoonbills in a pond in Harry Sawkins Park. He also reported that people were fishing in the pond! He said he would send me some photos, and these have been included in a Facebook post. He plans to send better photos within the next week, and I told him that I would probably include the info and photos in a small article in the Summer magazine.

The interesting thing about these calls is that BirdLife Shoalhaven seems to have become the "go to" group when reports like this are made. Our public profile is obviously getting more well-known.

### **Miscellaneous**

We received an email from head office about the details we want added to our page on the new BirdLife Australia website. We were asked to provide three bits of information. These are shown below along with my recommendations.

#### **1. Preferred contact details for your group**

President: Rob Dunn   president@birdlifeshoalhaven.org

Secretary: Phil Hendry   secretary@birdlifeshoalhaven.org

Communications: Brett Davis   communications@birdlifeshoalhaven.org

General Enquiries: shoalhaven@birdlife.org.au

#### **2. Current committee members (if desired on the page)**

Not desired on page as this is covered by our Contact Details

#### **3. Top 5 local bird species**

Eastern Bristlebird

Rockwarbler

Hooded Plover

Little Tern

Glossy Black Cockatoo